

**The Roald Dahl Museum and Story Centre**  
81-83 High Street, Great Missenden, Bucks, HP16 0AL



**P R E S S   R E L E A S E**  
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## **Roald Dahl Museum wins Small Visitor Attraction of the Year Award**

The Museum is thrilled to have come top in its category in the prestigious national Enjoy England Awards for Excellence 2008. The winners were announced at a ceremony in St Georges Hall, Liverpool last night (23 April) in celebration of St George's Day and Liverpool's status as European Capital of Culture 2008. The Museum received the top 'Tourism Oscar' having qualified for the national finals after winning the regional award last year.

Organised by VisitBritain, the annual awards recognise and celebrate the best of English tourism. The winners in each of 16 different categories were selected from shortlists submitted by the 9 regional tourist boards, having been rigorously assessed by a team of judges to make it through to the national final.

The Museum was noted for its all-round high standards in terms of content, presentation, visitor experience, inspirational qualities and was particularly praised for its free story-telling sessions, "motivating and inspiring young children to explore their own creative potential".

Amelia Foster, the Museum Director said: "To have won this prestigious award is a fantastic achievement for us and we are absolutely thrilled. It is wonderful to have this public recognition of the high-quality visitor experience we strive to deliver and of the dedication, enthusiasm and vision of everyone who has contributed to it, from the original creative team to our fantabulous story-tellers".

Felicity Dahl, widow of the late writer and chairman of the Museum's board, said: 'I could not be more delighted. The Museum is a place that Roald - who professed to hate most museums - would have loved. It's full of fun for children and adults alike. It is inspiring and welcoming. I would like to congratulate and thank the enthusiastic and hard-working staff who ensure our visitors enjoy a wonderful and memorable experience here.'

### **Notes to editors:**

For further information about the Enjoy England Awards for Excellence 2008 please contact Lucy Pennington /Peggy Amarteifio, bgb communications: 020 7902 2990, [lpennington@bgb.co.uk](mailto:lpennington@bgb.co.uk) / [pamateifio@bgb.co.uk](mailto:pamateifio@bgb.co.uk)

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